



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Attorney Docket No. 1009.904CIP

In re application of: Mark R. Allen

Serial No.: 09/339,616

Filed: June 24, 1999

Group Art Unit: 2821

Examiner: Tuyet Vo

Phone No.: (703) 306-5497

Fax No.: (703) 308-7722

For: Preferred Embodiment to LED Light String

DECLARATION OF DAVID R. ALLEN
SUBMITTED PURSUANT TO 37 C.F.R. §1.132

I, David R. Allen, hereby declare:

Background of Declarant

1. I am President of Fiber Optic Designs, Inc., 704 Floral Vale Boulevard, Yardley, PA 19067. For the past 3 years, I have been involved in the research, development and marketing of LED light strings..

2. Fiber Optic Designs was incorporated January 1998 to develop lighting and light-related products to be used in the home and industry. Fiber Optic Designs has been marketing the Forever Bright line of LED light strings, which is an embodiment of the invention claimed in the above-referenced patent application, starting in 1999 and again after the Forever Bright line received UL approval on March 29, 2000.

3. I am intimately familiar with the Forever Bright line of LED light strings and the competition in the market for decorative light strings in which the Forever Bright line competes.

As President, I have met with numerous industry leaders, manufacturers and distributors of decorative light strings, including LED light strings, and have reviewed volumes of information on the market. I also continue to keep close track of developments in decorative light strings and have done so for 3 years.

Commercial Success of the Forever Bright line

A Long-Felt Need Has Existed

4. The only LED light strings that existed prior to the Forever Bright line required a transformer or other power conditioning circuitry, which reduced brightness and prohibited outdoor use. Prior to the Forever Bright line, no one in the industry had heard of a decorative LED light string, powered by AC, that did not require power conditioning circuitry, such as a transformer. See **Exhibit A**, which is a letter from Andrew Boschetto, President of International Marketing Corp. International Marketing Corp.'s 37 sales representatives are employed in 15 agencies with showrooms in New York, Chicago, Atlanta, Dallas, and Los Angeles and represent major Christmas lighting manufacturers throughout the country. It has been Mr. Boschetto's business for the past 24 years to be aware of any new product related to decorative light strings.

5. The Forever Bright line of LED light strings removes the power conditioning circuitry, enabling the light string to be used safely outdoors. This feature of the Forever Bright line has drawn attention from some of the most prominent companies in the world. For example, I received an email from the engineering division of the *Walt Disney Company* on February 2, 2000, stating "I am very interested in the concept of LED Christmas lights for permanent outdoor installations." I also received an email from *Disneyland's Resort Enhancement* division stating

they are “very interested” in learning more about the Forever Bright line of LED light strings. The Marine Division of the *3M Corporation* has also shown strong interest in using Applicant’s LED light strings on cruise ships, due to the ability to use the light strings outdoors under AC power.

6. Industries such as theme parks and cruise lines are intrigued by the Forever Bright line because it provides stable, safe, and bright LED light strings, powered by AC, that can be used for extended periods of time in permanent outdoor installations with little or no maintenance required.

7. *Distributors* in the consumer market for LED light strings have also been attracted to the Forever Bright line due to the ability to safely use the light string outdoors, under AC power. Evidence of the strong commercial interest in the Forever Bright line is attached as **Exhibit B**, and includes an article from Hardware & Home Centre Magazine dated July/August 1999, the March 20, 2000 edition of HFN, which is a weekly newspaper of home products retailing, and Selling Christmas Decorations 2000, which is targeted to distributors of Christmas decorations. All of these articles demonstrate the substantial interest the Forever Bright line has created upon its introduction to the marketplace. Also, as shown in the attachment to the Selling Christmas Decorations 2000 article, the product has generated 33 inquiries from *distributors* of Christmas decorations, which accounts for a significant share of the Christmas decoration market.

8. Thus, for many years, there has been a long-felt want and unsupplied need in the highly-competitive field of decorative light strings for an AC-powered LED light string that eliminated all power conditioning circuitry to permit outdoor use. Because the features of the

Forever Bright line have met this need, the Forever Bright line of LED light strings has enjoyed substantial commercial success since its introduction and is expected to continue to do so.

Wide Acceptance Is Due To Characteristics Of The Forever Bright Line

9. The Forever Bright line has been widely accepted in the industry because it has characteristics that the decorative light string market has been seeking for years. The success of the Forever Bright line comes from its ability to be operatively stable in an outdoor environment due to the elimination of power conditioning circuitry, such as a resistor or transformer.

10. Although the design of the Forever Bright line is very simple and straightforward, in my 3 years of experience in the decorative light string market, and in speaking with people like Mr. Boschetto who have been in the business for almost a quarter of a century, I have not seen or heard of any other products that were currently or previously on the market when the Forever Bright line was introduced that eliminated the power conditioning circuitry from an LED light string to provide a safe, operatively stable light string for outdoor use.

Factors Supporting Commercial Success

11. In my opinion, the commercial success of the Forever Bright line of LED light strings has resulted from the elimination of the power conditioning circuitry, i.e., its success is primarily attributable to the unique features of the product. I base this belief on the absence of other external factors that might account for its success. For example, the Forever Bright line was not advertised in the first year of production. Inquiries concerning the Forever Bright line were spurred by word-of-mouth from retail buyers and by literature distributed to professional

and retail trade media announcing the invention of the product. At no time did the Forever Bright line have an advertising budget.

12. Given the lack of an advertising campaign for the Forever Bright line, the commercial success of the line occurred unusually quickly. Fiber Optic Designs received the following purchase orders, representing approximately \$1.5 million in sales within only 2-months following approval by Underwriters Laboratory in March 2000:¹

- | | | |
|----|--|-----------------|
| 1) | Sear's purchase order received | -- 130,000 sets |
| 2) | Boscov's purchase order received | -- 18,312 sets |
| 3) | Target purchase order received | -- 12,504 sets |
| 4) | American Sales purchase order received | -- 9,000 sets |
| 5) | LB International purchase orders received | -- 55,492 sets |
| 6) | Tru Serve Hardware purchase order received | -- 10,392 sets |
| 7) | Menard Home Centers purchase order received | -- 12,504 sets |
| 8) | Thirty-six (36) additional customers placed orders that are not included in this list. | |

There can be no doubt as to the tremendous commercial success and interest garnered by Fiber Optic Designs' Forever Bright line of LED light strings.

¹ UL tested this product as a "new and unusual" product. UL polled its offices worldwide and concluded that none of its employees had ever tested a product similar to the invention.

13. I wish to stress that in a highly-competitive industry where the need for outdoor LED light strings was recognized, the industry sought unsuccessfully for many years to develop a product with the characteristics claimed here.

Immediate Misappropriation by Others

14. The Examiner states in the last sentence of paragraph 2 of the Office Action that “applying the design without the resistor as suggested in massive production environment, this would mount up to a considerable saving in the production line.” We appreciate the Examiner’s frank acknowledgment that removal of the resistor provides a considerable commercial benefit to those in the market of selling LED light strings.

15. No one in the industry has taken advantage of this admitted commercial benefit until after the technology behind the Forever Bright line was disclosed. By copying this technology, others in the industry have been able to enjoy the admitted commercial benefit previously only enjoyed by Fiber Optic Designs.

16. Upon information and belief, I am aware of a number of instances where the Forever Bright line of LED light strings have been copied.

17. After the above-identified application was filed in the U.S. Patent and Trademark Office, I met with a Taiwan LED manufacturer February 1999 and disclosed the technology behind the Forever Bright line. Attending this meeting was a business associate of Mr. Joseph Huang of Kampiun Enterprise Co.

18. I then visited Taiwan from April 28, 1999 through May 5, 1999 to meet with light string manufacturers and teach them how to build LED light strings according to the above-

identified applicaiton. A prototype of the Forever Bright line was demonstrated and detailed assembly instructions were provided. This new and innovative approach to the design of LED light strings was well received. In fact, the Vice General Manager of one of the largest LED manufacturers in Taiwan (LedTech Electronics Corp.) commented to me that it is *impossible* to build a light string without the current limiting circuitry.

19. On April 29, 1999, I met with Mr. Huang who represents a number of light string manufacturers in Taiwan. I educated Mr Huang on how to manufacture stable LED light strings free from additional circuitry, such as a resistor or other power conditioning circuitry, according to above-identified application. A prototype of the Forever Bright line was also provided.

20. About one year after this disclosure, I learned that Mr. Huang, acting as a sales agent for an LED light string manufacturer (Excellence Optoelectronics Inc.), planned to release a "new design of LED lite set" at an electronic show in Taipei from October 9-12, 2000. **Exhibit C.** Excellence Optoelectronics, Inc had manufactured low-voltage LED light strings with power conditioning circuitry (i.e. built-in transformers) for 3 years prior to its announcement of the "new design". I received a set of the alleged "newly designed" LED light strings from the Taipei show, had them examined by the inventor, Dr. Mark R. Allen. Dr. Allen concluded that the light set was identical to the Forever Bright line and that it was built according to the teachings I revealed earlier to Mr. Huang in Taiwan. I also learned that prior to the show, in July 2000, Kampiun sold General Electric Corp. 10,000 sets of the "new design LED lite set". **Exhibit D.**

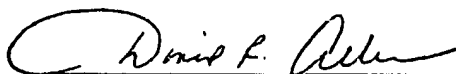
21. Subsequent to the disclosure of the technology behind the Forever Bright line of LED light strings, I learned of *numerous* other companies that began to produce and market the

identical product, causing great harm to Fiber Optic Designs' ability to compete in the marketplace.

22. Thus, notwithstanding the great need for an LED light string that is powered by AC without power conditioning circuitry, and notwithstanding the constant quest in the industry for a solution to the problems associated with using a transformer-based LED light string outdoors, it was not until the inventors produced the Forever Bright line that the market place has responded so enthusiastically. In my opinion, and based on my experience, the commercial success enjoyed by the Forever Bright line occurred as a result of eliminating the power conditioning circuitry from the light string.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on FEBRUARY 26, 2001.



David R. Allen
President
Fiber Optic Designs, Inc.



INTERNATIONAL MARKETING CORPORATION

1208 N. Delsea Drive, Westville, NJ 08093
P.O. Box 8407 - Turnersville, NJ 08012 (800) 683-9162
(856) 845-6114 Fax: (856) 845-8447
E-Mail: INTMC39019@aol.com

Commissioner of Patents and Trademarks
Washington, D.C.

Dear Examiner,

I am President of International Marketing Corp. Our 37 independent sales representative employed in 15 agencies with showrooms in New York, Chicago, Atlanta, Dallas, Los Angeles, represent Christmas Lighting manufacturers, as well as other major manufacturers in the Christmas Decoration Industry. Combined, there are 192 years of experience dating back to 1950.

On a more personal basis, I have been a retail executive for 24 years with 3 of the nation's largest retailers, and head of my own Marketing firm for 16 years.

I say this to point out that is it our business to be aware of any new product that would appear in the Christmas Decorating business on a daily basis.

When David Weiss of Fiber Optics Designs approached me about these LED lights that did not require a transformer, I was very skeptical. I contacted our organization, to see if anyone had ever seen one as well. The answer was NO. I immediately agreed to meet with David Allen to view this revolutionary new product.

LED lights were introduced into the Christmas Lighting business several years ago. The consensus was they were not bright enough, they required a transformer, which made it all but impossible to trim a tree, and they could not be used outdoors. In short, they were rather useless as a decorating tool. When asked, about removing the transformer, the reply was "If we do that, they will not work". These same replies were given us by our manufacturing agents in Taiwan.

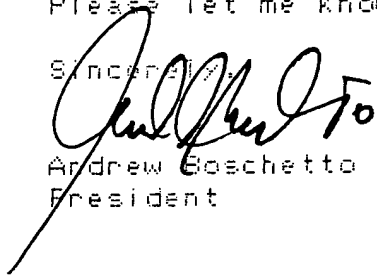
During my meeting with David Allen, I was stunned to see a bright set of lights, and without a transformer. Further, they were capable of being strung end to end, enabling one to decorate a tree or whatever, and be used outdoors. Fiber Optic Designs had designed the ultimate Christmas light, by using household current coupled with the safety and efficiency aspects of LEDs.

This is the most significant innovation in the Christmas Lighting Industry since Edison invented the light bulb.

Since then, I have shown these sets to the Largest and most important retailers across the country. They had never seen such an interesting and important product and are very anxious to buy and sell them, feeling that consumers would want the safety, longevity, durability, utility of these LED light sets.

Please let me know if I can be of further help or assistance

Sincerely,



Andrew Boschetto
President

HARDWARE & HOME

JULY/AUGUST 1999 ■ \$5.00

centre

MAGAZINE

INSTALLED SALES
THEY'RE CHALLENGING
BUT REWARDING

**ADHESIVE &
SEALANT SALES**
DRIVEN BY PRODUCT
INFORMATION

**LIGHTING
WITH STYLE**
A FASHION BUSINESS

**NATIONAL
HARDWARE SHOW**
A PREVIEW OF THE HIGHLIGHTS

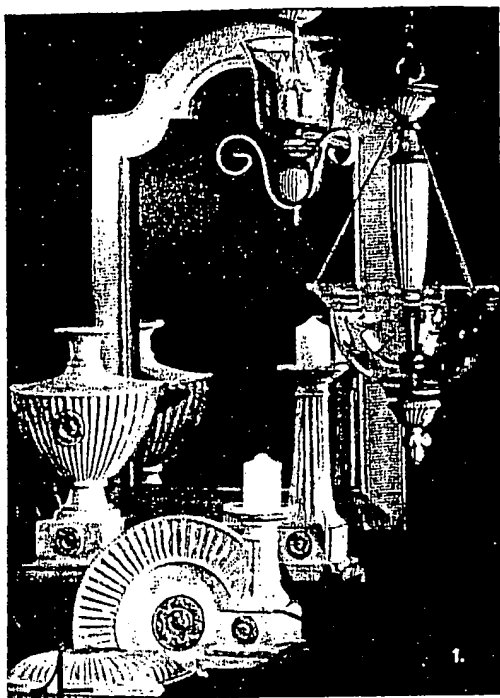


**TOOLS FOR
SERIOUS PEOPLE**
—TIM ALLEN'S
SIGNATURE TOOLS

VIVE LE BOX

AS HOME DEPOT PREPARES TO DO BATTLE IN QUEBEC WITH RONA AND RENO-DEPOT, THE QUESTION EVERYONE IS ASKING, WILL FRANCOPHONES ACCEPT HOME IMPROVEMENT, ATLANTA-STYLE?





Lighting

By Neil Dunlop

with style

Consumers are looking for high-end fixtures with special finishes.

The lighting display of any home and hardware store is usually its most attractive section. The twinkling lights, stylish fixtures and fancy fans stand out against the utilitarian goods in the rest of the store.

Lights attract customers, says Mike Rosart, national product manager for electrical products at Beaver Lumber in Markham, Ont. "If you have a well-lighted display it will catch the consumer's eyes and they will go to it."

But, it's a double-edged sword. While a lighting display might be a store's most attractive feature, it also takes a lot of work to stay on top of the current trends. Nothing could be worse than attracting people to an out-of-fashion group of products. "The average retailer has to understand lighting is a fashion business. You have to stay on top of it," says David McKenzie, vice-president of merchandising at Tim-BR-Marts in Vancouver, BC. "Those who commit themselves to the program see a pretty significant increase in sales."

But, what are the current trends in lighting? What is the best way to handle this high-maintenance line? And, what are some common mistakes to avoid?

Just so you wouldn't be, ahem, left in the dark, *Centre* spoke with several lighting experts from across the country. We let them tell you what lighting products are getting the most attention and also what selling strategies they've found work best in their stores.

What's new? "At this time of year it's low-voltage outdoor lighting," says Al Challis, Home Depot's merchant for electrical in Eastern Canada. "It's making up about five percent of our lighting and electrical sales." That's excellent, he says, considering outdoor lighting has 24 feet of wall space in only two percent of the total electrical and lighting department.

Speaking from his office in Toronto, Challis says one of the hottest new products in outdoor lighting is made from spun aluminum, which is more durable than the common, plastic models and less expensive than the top-of-the-line cast aluminum products. There's a trend toward "lightscaping," he says, which is to create atmosphere and highlight the exterior features of a house with outdoor lighting. "Some people are even putting them in trees and illuminating branches."

Contractors and DIYers are buying the spun aluminum products. They're a boon to contractors because a reasonable system runs about \$400. So, for instance, they can offer an outdoor lighting system to a \$4,000 driveway quote for only a 10% premium, which is more likely to be approved than a more expensive quote for cast aluminum.

A lot of the sales to DIYers are upgrades, he says. Plastic outdoor lighting has been around forever and although it's about quarter of the price of spun aluminum, it requires constant maintenance. Look in anyone's backyard with plastic lighting, says Challis, and you'll notice much of it is cracked or missing lenses and caps. "We sell thousands of replacement pieces of plastic outdoor lighting every year."

Challis has also noticed an increase in the popularity of ceiling fans, due in part to new designs and fashion finishes. Polished brass and white are staple colors, he says, but the trend is toward finishes such as brushed steel, copper verde and antique white.

Tim-BR-Marts' David McKenzie has also noted more activity in high fashion fixtures and finishes. "The trend is toward less function and more decor." People are looking for higher-end fixtures with special glass and finishes, he says. Better quality glass with stylized patterns and subtle, infused colors is now popular. The fixtures sold at Tim-BR-Marts are now mostly neutral colors such as brass, white and pewter. Bright colors — red, green and blue — are dimming in popularity.

Recessed lighting is seeing a renaissance lately, McKenzie says. "It's more inconspicuous and offers more specific lighting to highlight various features of the home and direct the eye and not overpower the whole room with general light." It's very popular with interior decorators, but most of the sales are to DIYers. "Consumers read home fashion magazines and they're seeing a lot of recessed and indirect lighting, especially in kitchens."

Track lighting is all but dead, he says, "simply because it's not a nice architectural feature. People are going for lighting that's not seen."

Sales in fluorescent lighting have also increased. Attracted by its energy savings, consumers are choosing it, again, for their kitchens. The trend is toward cloud lighting, says McKenzie. Box lighting and California ceilings are out.

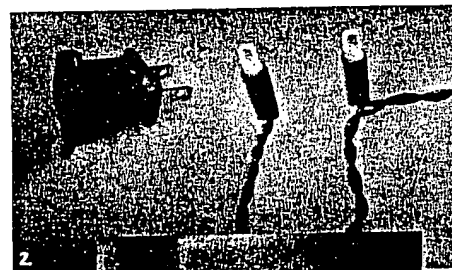
Beaver Lumber also notes consumers developing more sophisticated decorating ideas. Black and white are still popular choices, but there's a definite trend toward fashion colors like copper verde. "We're starting to move a lot of those products," says Mike Rosart. "It's something different to choose from and it suits consumer's personal tastes."

Beaver Lumber re-established its lighting department last year after it abandoned its plan to exclusively target general contractor supplies. "Our biggest struggle is to get back into the fashion light business," Rosart says. "We had to start from scratch."

One of the challenges was to reclaim the wall space from Beaver's outlets. "If you give a dealer of a small store a few extra feet, he's going to take it. Now, we're asking for it back." The average area devoted to lighting is a 12 by 20-foot ceiling cloud and eight feet of wall space.

Rosart has found that an attractive display is the key to success. "You have got to have a good, working display and turn it on so consumers can see it." It's important, he says, to ensure every fixture is operational. Resist the temptation to borrow parts from the display fixtures. "If they can't see it working, who's going to buy it?"

McKenzie agrees. The most important factor in lighting sales is the in-store display. "The consumer has to see the fixture in an installed situation. An operating light is the most effective way to go." Tim-BR-Mart dealers decide how much space to devote to lighting, but McKenzie believes that a store should have a ceiling display of 15 square feet and 12 feet of wall space. "Some retailers don't put a lot of effort into lighting because it's a fashion category and they have to stay on top of it. You should constantly review your assortment to make sure you don't have out-dated styles. It will pay off if the effort is made." □



1. Thomas Lighting's collection of fixtures and mirrors features curves, ribs and crests with a bronzed-silver finish. RS# 4

2. Fiber Optic Designs introduces Forever Bright LED-based light strings for indoor/outdoor use that operate on standard 120-volt AC house current without a transformer. They feature ultra cool illuminating lamps for safety, super energy efficient using 90% less electricity. They come in red, green, gold and mixed colors as well as a new candlelight color. RS# 5

3. VOS Systems offers IntelaVoice™, a voice-activated light switch which lets you turn a light on and off with a simple one-word command: Lights. It is also pre-programmed to turn on and off radios, televisions, fans and other small appliances from as far away as 20 feet. The unit looks like a computer mouse and all you do is plug it into a standard outlet. RS# 6



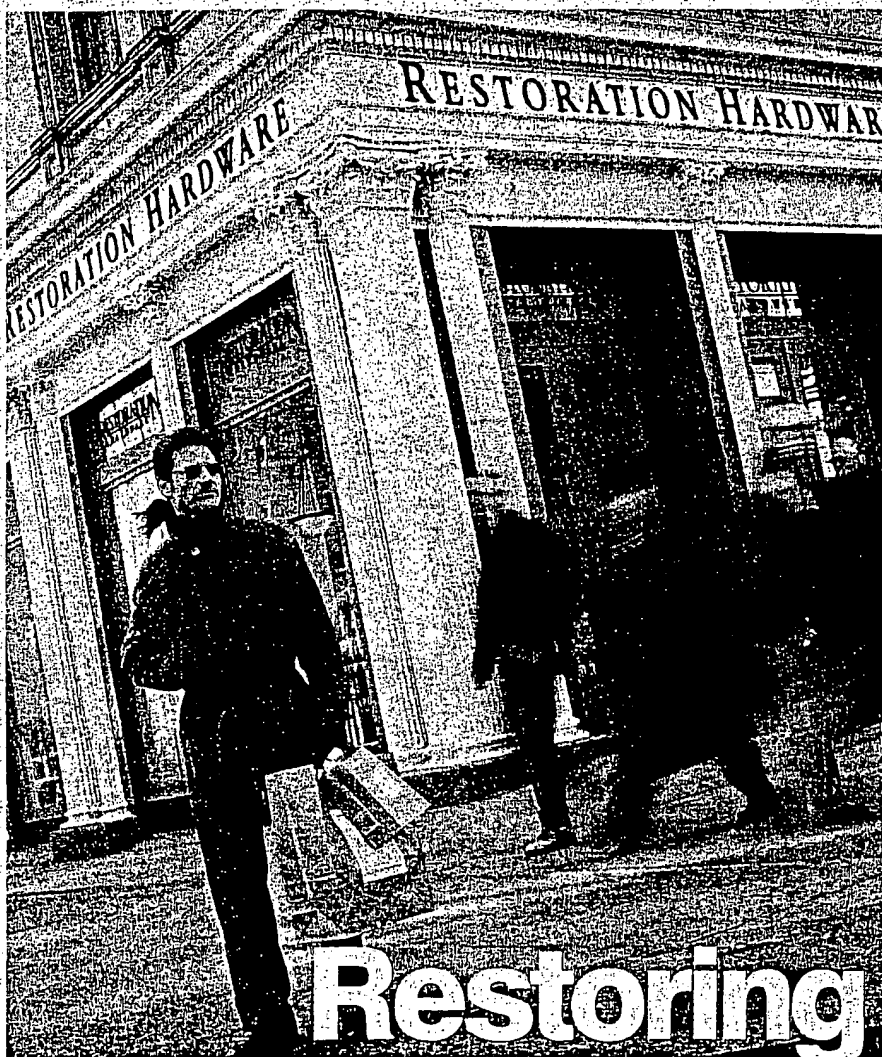
HEN

Inside

HERE COMES THE GUIDE

Jack and Jill went up to the mall and registered for more than just service for four

Section starts on page 21



Restoring

HOW DID RESTORATION HARDWARE lose its luster? In an exclusive interview, chief executive Stephen Gordon fesses up to his company's lackluster financial performance and blames rapid growth, inadequate infrastructure—and himself. Now, Gordon says, it's turnaround time. After all, where else can you pick up a nickel bath fitting, a box of Mr. Bubble and a leather chair? See page 8.

Salton to Plug In Hoffritz Electrics

Also eyes troubled Braun brand

By Barbara Thau

NEW YORK—One of the nation's top small-electrics makers, Salton Inc., has sealed a licensing deal with Lifetime Hoan Corp. to bring the Hoffritz name—which now brands gadgets and bakeware—to small electrics.

The announcement was made by William Rue, chief executive of the small appliance marketer, at the Donaldson Luftun and Jenrette consumer products conference here last week.

In addition, the Mount Prospect, Ill.-based Salton informally said it expressed interest in purchasing select segments of Braun. Last month, Braun parent Gillette Co. hired J.P. Morgan to explore "strategic alternatives," including a possible sale, for segments of its struggling Braun division, namely, small kitchen appliances and certain personal care lines.

"We threw our name into the ring," said Rue of the company's courting of Braun. "We would be interested in the brand name, like anyone in our industry. These are product lines that would require some fixing. With Braun, we'd try

See Salton, page 4

High Point Goes Boom

Another 2.5M square feet on the way

By Angel Schroeder

HIGH POINT, N.C.—The world's largest home furnishings show is getting even bigger.

Next month's version of the High Point show, with 2,400 exhibitors in more than 8 million square feet of showroom space encompassing 150 buildings, will swell by 2.5 million square feet—a spurt of more than 30 percent.

Merchandise Mart Properties last week announced plans for yet another showroom building in High Point. The newly announced building, known as Market Square on Main, will offer 450,000 square feet of showroom space at a cost of \$40 million. The six-story showroom will be connected to the adjacent Furniture Plaza Building, also

See High Point, page 11

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Mohawk
Sign Treaty
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Trends
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Frenzy
In Florida
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Manco
Gets
Organized
page 52



Denise
Sunbeam
Mix It Up
page 58

LIGHTING & DECORATIVE HOME

Bassett's Ad Blitz Focuses on Accessories

By Nancy Meyer

BASSETT, Va.—Decorative accessories are being given a healthy slice of Bassett Furniture Industries' \$25 million national advertising campaign and will be merchandised for the first time in a gallery in the company's High Point showroom.

"This is the first year we'll be on national TV, and we're making a big push in accessories in March," remarked Janice Hamlin, vice president of marketing for Bassett.

On March 20, 6.5 million advertising circulars will be in newspapers across the U.S. and Puerto Rico, featuring a special value on oversized decorative mirrors from the Uttermost Co. The four-page tab prominently features the 46-inch-by-70-inch handcarved, framed mirror, which is available in gold leaf and silver leaf for \$399 retail. Regular price is \$590.



Bassett's latest circular features a framed mirror, a shift in advertising for the furniture retailer.

together the promotion. The Accessory Group administers all of the home accents buying for Bassett, which is both furniture manufacturer and retailer. Bassett has 52 Bassett Furniture Direct stores and 75 At Home stores, plus a large number of independent furniture dealers that sell Bassett furniture.

Another accessories promotion is on tap for fall, although details have not been finalized. "It'll be a rug," Kennedy said. "We're looking to make as big a splash as we can."

To facilitate the buying process for Bassett's 500-plus dealers, The Accessory Group will set up a 9,000-square-foot home-accents gallery in the Bassett showroom in

High Point. The gallery will provide an in-depth look at 25 accessory lines that cover all categories. "It'll be the best of the best, to make it easy to shop," Kennedy said. The program will enable dealers to find accessories that coordinate with the furniture, all in one location.

"It's a phenomenal opportunity. This is a true added-value to their furniture-dealer base," Kennedy said.

"Frankly, it's a huge advantage to us," Hamlin added. "We don't have time and we don't know how to accessorize with Bassett the way The Accessories Group can. The dealers will get the benefit of having the top sellers from each line to choose from."

Special deals and promotions will be offered to dealers who write orders at market. "We wanted to be of service, solve a shopping dilemma and do what we could to increase their margins," Kennedy said. ▲

The group will unveil a home-accents gallery in Bassett's High Point showroom.

"It's a huge discount; it's something that will really help our dealers," said Mary Leigh Wallace, marketing manager for Bassett. "Our dealers were very receptive to the promotion when we unveiled it last market."

"This is the biggest promotion we've ever done, and it required a lot of work with our vendors," Wallace added.

"We're real excited because those oversized mirrors, called leaners, are really big right now at retail. This represents a tremendous value," said Barb Kennedy, president of The Accessory Group, the Dallas-based sales organization that put

LED-Based Decorative Lighting to Make Debut

By Nancy Meyer

YARLEY, Pa.—Underwriters Laboratories (UL) has granted the first approval for LED-based decorative lights, paving the way for the technology to be marketed to consumers this Christmas.

The optoelectronics division of Fiber Optic Designs, based here, received UL approval for indoor/outdoor use of its Forever Bright line of decorative lights. The listing was granted under code UL 588, which certifies holiday and decorative lighting products. UL approval is significant, given the safety hazards associated with low-cost string lights that use incandescent bulbs. Major retailers refuse to buy non-UL-listed lighting products.

The LED-based Forever Bright lights use semiconductors encased in solid

epoxy, do not generate heat, have a lamp life of 200,000 hours, and have light output equivalent to a super-bright clear set and five times that of super-bright colored set, said David Allen, president of Fiber Optic Designs.

Before this technology, decorative lights all had incandescent bulbs. The motivation behind the development of this line was Allen's frustration with traditional holiday lights, which have high defect rates, burn out easily, and produce heat.

"It's truly revolutionary, and from the feedback we've gotten, we believe it's the right product at the right time," Allen said.

He added that the company has seen "tremendous interest from retail buyers" for the Forever Bright line, "provided the lights comply with stringent UL testing."

Now that approval has been granted, Allen said he foresees retail placement for the upcoming holiday season at many of the major mass merchants and specialty retailers active in the category.

Major retailers are now sampling the Forever Bright lights in sets of 50 and 100 and are expected to place orders in coming weeks for the holiday 2000 season, Allen said.

The line will retail for \$12.99 to \$14.99 for a set of 100 in the majors. Brand-name incandescent holiday lights currently sell for \$9.99.

"We are extremely price-conscious in our manufacturing and have gotten wonderful pricing on semiconductors based on the kind of volume we expect to do," Allen said. ▲

NEWS

INTERIORS MAKES APPOINTMENTS

Interiors Inc. has named E.J. Phillips vice president of sales for Troy Lighting; Charles Nobile national sales manager for Vanguard Studios; and Judith Anderson national sales manager for Artisan House. Dennis D'Amore, former head of West Coast operations, was named president of CSL Lighting. The Focus accessory division has appointed Thedia Davies vice president of sales.

Interiors has also named Michael Mullicane to the new post of vice president of operations for the wall decor business, which includes Windsor Art & Mirror, Artmaster and Vanguard. He is responsible for manufacturing, purchasing and related operations. Mullicane served as president of Windsor Art from 1995 to 1996. Robert Conologue, former senior vice president of finance for Warnaco Group's sportswear division, was appointed executive vice president and chief financial officer.

BARRY COHEN MOVES TO CONSULTANT POST FOR PINNACLE

Barry Cohen has left his position as senior vice president of marketing of wall decor giant Pinnacle Art & Frame, but will continue as a part-time consultant on marketing and product development to the company. Cohen, an industry veteran, joined the firm in 1997 and is credited with making improvements in product development and marketing.

AUSTIN NAMES ANN HOUPERT TO EUROPEAN SALES

Austin, the decorative accessory, wall decor and sculpture manufacturer based in Holbrook, N.Y., has appointed Anne Houpert as European director of sales and marketing. Houpert's experience as export sales manager in the tabletop industry will serve her as she oversees the sales and marketing efforts of all of Europe. She is based in the U.K.

stylishly technological

Innovations fuel ongoing revolution in lighting systems

As was the case in 1999, decorative lights — fueled by an ongoing revolution in technology and style — should fly off retailers' shelves this coming Christmas season.

In outdoor lighting, icicle lights are still expected to be huge sellers, with net lighting — which eliminates the need to string lights on outdoor trees and bushes as well as on indoor trees — a growing sub-category.

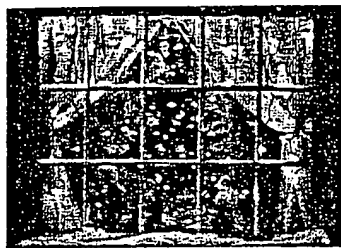
Icicle and net lighting top the list of hot products at Waterloo Gardens, Exton, Pa. Clear varieties fare best, followed by blue and white. Longer icicles — the ones that “really look like drips” — are performing better than their shorter counterparts, says Elise Leboutillier, buyer.

“Net lights are the big thing, in chaser and non-chaser styles,” concurs Jimmy Knips, president of three-unit Christmas Palace, Hialeah, Fla. He predicts that next year will bring heightened sales of blue icicle lights and innovative variations on net lights.

Indeed, manufacturers' plans for 2000 involve the introduction of icicle and net or mesh lighting line extensions to keep the classification fresh. For instance, although there is still substantial call for clear lights, Minami, Inc. will roll out icicle lights in sev-

eral different colors, including green. Net lights in sizes and shapes appropriate for use on trees and poles will be unveiled as well, reveals Harvey Weinstein, senior vice president, sales. He adds that with so much variety available in the icicle and net or mesh

markets, shortages — such as the paucity of icicles in 1998 — will not be a factor going forward. New England Pottery's GKI division is also working on incorporating color into icicle light sets, notes Steve Perilli, vice president and general manager.



Forever Bright Lights from Fiber Optic Designs, Inc.

Circle No. 276

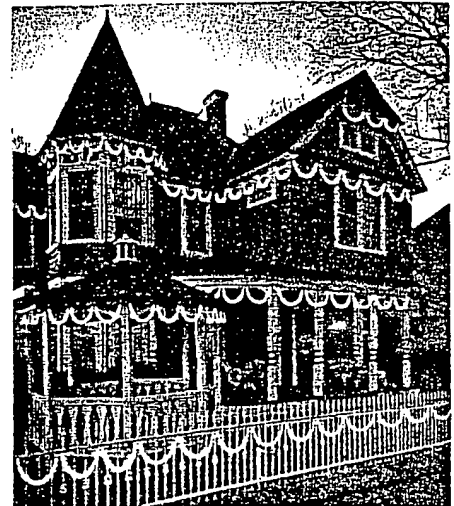
Vendors are injecting an equal dose of excitement into outdoor lighting with more advanced LED products, which sources say are cultivating an audience

because they are longer-lasting, cooler and more intense than conventional bulb lighting. Fiber Optic Designs, Inc.'s Forever Bright lights will be available in antique candlelight, red, green and gold; clear LED

bulbs will be part of the collection as well. White and blue LED strings and LED icicle and mesh lights are slated to be unveiled in 2001.

Color is increasingly important to lighting customers at 48-store, Miami-based Burdines. Buyer Merrill Kramer is selling teal green, frosted pink and other “junky fashion colors” in tree lights. She cites blue — “from cobalt to pastel” — as the likely hot color for 2000.

Also gaining ground are



Arizona Light Creations, Inc.

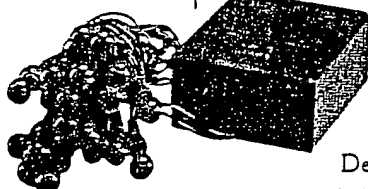
Circle No. 277

larger bulbs and bulb coverings, a pattern merchants attribute to consumers' belief that extensive exterior decoration warrants larger-scale illumination. “C-7s and C-9s are back with a vengeance, and sales there are way up,” Leboutillier observes.

“The philosophy today is ‘the bigger, the better,’” agrees Sue Scott, president of Primal Lite. “C-7s are almost a staple now.”

Gary Collins, director of marketing, Arizona Light Creations, says his firm is reacting to this trend by augmenting its Light Scamps (TM) line of fabric-covered, illuminated balls, which may be suspended from trees, houses and the like. Ten-inch balls will carry “Merry Christmas,” “Noel,”

“Season's Greetings” and “Peace on Earth” messages. ■



Berry Lights from GKI.

Circle No. 278



Christmas Light Co.

Circle No. 280



Adams Mfg.

Circle No. 281



Bright Star Mfg.

Circle No. 279

Requested through
CHRISTMAS DECORATIONS
FOREVER BRIGHT LIGHTS
DEBBY PADUCHA OWNER
SILK THUMB
1004 OAK ST
WYANDOTTE MI 48192
ISSUE DATE KEY NO. TYPE
JAN 2000 276 E
PHONE 734-284-7974 FAX 734-261-1107
JOB TITLE PRESIDENT, VP, OWNER
TYPE OF BUS. HOME DECORATIONS
ANNUAL DEPT. SALES UNDER \$200,000
E-MAIL WDWDEB@AOL.COM

Requested through
CHRISTMAS DECORATIONS
ISSUE DATE KEY NO. TYPE

PHONE
JOB TITLE
TYPE OF BUS.
ANNUAL DEPT. SALES
E-MAIL

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CHRISTMAS DECORATIONS
ISSUE DATE KEY NO. TYPE

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ANNUAL DEPT. SALES
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APR 11, 2000
COMPANY NO.
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1
DAVID ALLEN
FIBER OPTIC DESIGN, INC.
704 FLORAL VALE BOULEVARD
YARDLEY PA 19067

ISSUE DATE KEY NO. TYPE
JAN 2000 FOREVER BRIGHT LIGHTS 84 276 E

We have processed these inquiries to get them to you as quickly as possible. These Companies or Organizations want more information. It is in your best interest to send them the requested information promptly. The shaded stub on the right side of each label displays reader profile information to help you qualify each inquiry. Remove this stub before affixing the label to your mailing piece. A carbon copy is provided for your files.

SELLING
CHRISTMAS DECORATIONS
4 MIDDLEBURY BOULEVARD
RANDOLPH, NJ 07869
973-252-0100
gedgell@edgellmail.com

照東貿易股份有限公司
KAMPIUN ENTERPRISE CO., LTD.

公司：台北縣汐止鎮汐萬路3段199巷26弄4號1F

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2 6 4 6 4 2 2 0

F A X 8 8 6 - 2 - 2 6 4 6 2 9 8 4

TO : F I B E R O P T I C D E S I G N S , I N C
704 FLORAL VALE BOULEVARD, YARDLEY, PA 19067
U.S.A. TEL. 215-504-1064

DATE: SEPT. 22TH, 2000
REF. 00092201

F A X N O . 1 - 2 1 5 - 5 0 4 - 9 2 1 2

A T T N : M R . D A V I D R . A L L E N / P R E S I D E N T

H I D A V I D ,

THE PROBLEM ARE MADE BY LEDTECH TAIWAN I/O JAMES. JAMES STILL ONE OF MY BEST FRIEND.

*this is the line
to TOOE
SET*
YES, WE HAVE DEVELOPED A NEW DESIGN OF LED LITE SET & WILL BE RELEASED DURING ELECTRONIC SHOW TAIPEI. AS I INDICATED IN MY FAX YESTERDAY. LITE SET MARKET IS QUITE BIG ENOUGH. ACCORDING TO TOM PAN'S ESTIMATED THERE'LL BE 12M SETS DEMAND NEXT YEAR(5%) IN USA. ALTHOUGH WE KEPT IN TOUCH WITH NOT ONLY EVERSTAR BUT ALSO MINAMI/INLITEN.....ETC. MARKET STILL BIG ENOUGH FOR YOU & US. DO NOT NEED TO MAKE ENEMY AT THE TIME BEING. WE HONESTLY HOPE THERE'LL BE A POSSIBILITY BETWEEN US TO MAKE BUSINESS UNDER VERY FAIR CONDITION.

WE HAD MADE AN INTENSIVE SURVEY OF LITE SET MARKET DEMAND AS WELL AS UL & PATENT APPLICATION. ALL WE GOT REPLY'S ARE INSPIRED TILL TODAY. I BELIEVE THAT IT MIGHT BE THE BEST CHOICE IF BOTH SIDES OF US COULD BECOME A COOPERATIVE TEAM.

L O O K I N G F O R W A R D Y O U R P R O M P T . R E P L Y .

S I N C E R E L Y Y O U R S ,

JOSEPH HUANG

MILTON / ANDY

THIS SHOULD NOT SURPRISE ANYONE,
BUT -- WHY ARE THEY TRYING TO
INCLUDE ME?

DAVE

MILTON 1/20

fax # 011 886 2 2784 6781

照東貿易股份有限公司
KAMPIUN ENTERPRISE CO., LTD.

公司：台北縣汐止鎮汐萬路3段199巷26弄4號1F

TEL 886-2-26461375
26464220
FAX 886-2-26462984

TO: FIBER OPTIC DESIGNS, INC
704 FLORAL VALE BOULEVARD, YARDLEY, PA 19067
U.S.A. TEL 215-504-1904

DATE: SEPT. 21TH, 2000
REF. 00092102

FAX NO. 1-215-504-9212

ATTN: MR. DAVID R. ALLEN / PRESIDENT

HI DAVID,

IT'S QUITE A LONG TIME SINCE I SAW YOU LAST TIME IN TAIPEI. I HEARD FROM LEDTECH TAIPEI THAT THERE IS SOMETHING WRONG BETWEEN YOU AND LIT LTU. I KNEW THE RESULT WILL OCCUR FROM THE BEGINNING. EVEN IN JUNE OF THIS YEAR, I GAVE SOME MORE ADVISES TO LIT AND TRY TO HELP THEM TO OVERCOME THE PROBLEM OF MASS PRODUCTION. BUT I AM REGRET THAT THEY DO NOT PUT IT IN THEIR MIND. IT'S A PITY THAT EVERYBODY SHOULD EARN LOTS OF MONEY IN THIS CASE IF THEY REALLY KNEW BOTH LED AND LITE SET.

INSISTENCY & IGNORANCE ARE REASONS TO BEAT SUCCESS OFF. HOWEVER IT'S IN VAIN TO COMPLAIN ANYTHING HERE. PLS LET ME KNOW ASAP IF YOU WANT TO SELL SOME LITE SET NEXT YEAR. BECAUSE WE ARE GOING TO DISPLAY SOME SAMPLES WITH UL OUTDOOR APPROVED & PATENT PENDING IN THE ELECTRONICS SHOW TAIPEI OCT. 9-12.

CASE IS BIG ENOUGH NOW. IT IS UNWISE TO KEEP ON MAKING ENEMY. MUTUAL-BENEFIT SHALL BE THE BEST STRATEGY OF WIN-WIN.

PLS REPLY IMMEDIATELY IF YOU ARE INTERESTED IN OUR LED LITE SET.

SINCERELY YOURS,

JOSEPH HUANG

ANDY: THOUGHT YOU MAY WANT
= TO SEE THIS.

DAVE

MILTON,

I JUST RECEIVED THIS FROM JOSEPH HUANG IN
TAIPEI. HE IS A FRIEND / BUSINESS ASSOCIATE
OF JAMES CHENG.

BEST REGARDS,
Dme.

照東貿易股份有限公司
KAMPIUN ENTERPRISE CO., LTD.

公司：台北縣汐止鎮汐萬路3段199巷26弄4號1F

TEL 886-2-26461375
26464220
FAX 886-2-26462984

TO : FIBER OPTIC DESIGNS, INC
704 FLORAL VALE BOULEVARD, YARDLEY, PA 19067
U.S.A. TEL 215-504-1984

DATE: SEPT. 26TH, 2000
REF. 00092601

FAX NO. 1-215-504-9212

ATTN : MR. DAVID R. ALLEN / PRESIDENT

HI DAVID,

JAMES IS STILL IN THE STATE. ANOTHER OF OUR BUSINESS HAS A REMARKABLE PROGRESS FOR THE TIME BEING. IT MAY TAKES HIM LOTS OF TIME TO ENSURE THE SUCCESS OF THE NEW TECHNICAL FIELD.

USUALLY, BOTH JAMES AND I ARE WORK SEPERATED BUT SHARE TOGETHER WITH INFORMATION AND OF COURSE PROFIT. IT'S A CUSTOM & TACIT UNDERSTANDING BETWEEN US TO COOPERATE THIS WAY. WE MAKE THE CAKE & WE SHARE FAIRLY OF IT. THAT'S WHY THIS WAY CAN RUNNING AND LASTING FOR A LONG PERIOD.

SINCE YOU SAID YOU STILL BELIEVE THAT JAMES CONTINUITED HANDLING YOUR ACCOUNT OF LITE SETS, I SUGGEST THAT YOU MIGHT HONOR HIM THE RIGHT TO TAKE CARE THESE BUSINESS IN ASIA. IF SO I PROMISE I'LL OFFER HIM WITH MAX. QUANTITY OF THREE MILLION SETS IN 2001. WILL ARRANGE TO FORWARD A LED LITE SET SAMPLE TO YOU IF YOU CAN AGREE WIZ MY INITIAL SUGGESTION ASAP. HOWEVER YOU'LL BE REQUESTED TO ACCEPT SOME OF AGREEMENT TO AVOID MALIGNANT COMPETATION.

TO PERSUADE MY PARTNER TO LEAVE ABOVE MENTIONED SPACE FOR YOU. PLEASE TRY YOUR BEST TO PRESENT THE EVIDENCE OF YOUR 500,000 SETS ORDER THIS YEAR CAUSE EVERYONE EXAGGERATE THEIR BUYING POWER WHILE TALKING TO US EVEN K-MART (THEY WILL BE HERE AGAIN OCT. 6TH).

IN THE OTHER WAY, IT'LL BE MUCH BETTER, IF YOU OR/AND JAMES CAN VISIT US BEFORE OCT. 9TH. PLEASE THINK OVER MY OPINION BEFORE YOU MAKE THIS DECISION. WILL ANNOUNCE OUR UL NUMBER ONCE YOU DECIDE TO JOIN US. FOR YOUR INFORMATION, WE SOLD ALREADY TO GE 10000 SETS THIS JULY.

LOOKING FORWARD YOUR PROMPT REPLY.

SINCERELY YOURS,

JOSEPH HUANG